CAFC-2000-09M

Concordia University
Council of the John Molson School of Business
Minutes
Friday, December 1, 2000

Present: M. Anvari (Chair)
D. Acland (Acco.), A. Ahmad (Fina.), J. Ahmad (Econ.), K. Argheyd (Mana.), C. Bayne (DS&MIS), G. Bell (Mana.), H.Bhabra (Fina.), R. Chandra (Mktg.), D. Doreen (DS&MIS), J. Etezadi (DS&MIS), G. Fisher (Econ.), Z. Gidengil (Mktg.) A. B. Ibrahim (Assoc. Dean), G. Kersten (DS&MIS), J. McGuire (Assoc. Dean), D. Morin (Assoc. Dean), S. Neil (CASA), R. J. Oppenheimer (Mana.), P. Regimbald (Reg.), S. Ray (Mktg.), R. Sebaaly (CASA), B. Shapiro (Mana.), M. Sharma (DS&MIS), L. Switzer (Fina.), T. J. Tomberlin (Assoc. Dean), A. Usas (Staff), R. Vadivel (Staff), F. Velez-Torres (CGSA), J. Woodrow (IITS)

Absent with Regret: A. Fargnoli, J. Hall, J. E. Jans, G. Martin

I **Call to Order**
The meeting was called to order at 09:40.

II **Closed Meeting**

III **Open Meeting**

IV **Approval of Agenda - CAFC-2000-09A**
It was moved by M. Sharma and seconded by C. Bayne that the agenda be approved . The motion was carried unanimously.

V **Approval of the Minutes - CAFC-2000-08M**
It was moved by M.Sharma and seconded by D. Morin that the minutes be approved with the following amendments:
(I) Page 2, last paragraph, first sentence should read: D.Morin highlighted the proposed changes noting that the Strategy and Competition course had been moved back to the third year and Entrepreneurship had been moved from the third year to the second year.
(2) Page 3, fifth paragraph should read: It was pointed out that Ethics would not be eliminated but would be covered in both Business Law and Ethics and Strategy and Competition. *The motion was carried unanimously.*

VI **Chair's Remarks and Question Period (15 minutes maximum)**
M. Anvari announced:

- January 8 –13, 2001 will mark the 20th Anniversary of the MBA Case Competition and encouraged faculty to participate in the event that will be held in the Queen Elizabeth Hotel. G. Bell, Academic Advisor for the competition organizers, reported that Columbia University was among the thirty- two teams registered for the thirty-team competition. He thanked B. Ibrahim for initiating the competition and remaining the silent force behind this exciting event.
- The success the third annual induction ceremony for Beta Gamma Sigma, the honor society for AACSB Accredited Business Programs. B. Garnier, Dean of the Laval University business school was the key speaker. He noted that the participation rate

has been steadily increasing and thanked M. Howell for efforts on behalf of the School.

- The self-evaluation report for the Accountancy Department has been submitted to the AACSB. The AACSB Team visit for the accreditation of the Accountancy program has been scheduled on January 22 – 24, 2001. Team members are: G. L. Sudem, University of Washington, J. E. Trapnell, Clemson University and Pierre Seccareccia, PricewaterhouseCoopers.
- The Department of DS&MIS has been awarded a $100,000 grant from IBM
- The completion of doctoral requirements by E. Boulianne, Department of Accountancy and A. Gottsman, Department of Finance.
- A member of our alumni has pledged $1.5M for a Chair in Finance giving the School a total of five Endowed Chairs/Distinguished Professorships.
- The architectural competition will finish December 10th . B. Ibrahim and M. Anvari and other members of the architectural jury that will meet December 11th and 12th to choose the architect.

With regard to the festive launch of the new faculty name, M. Anvari thanked the CASA student team, the Commerce Placement Centre staff, and the staff of the Office of External Affairs., E. Girard, M. Davis, G. Chan, J. Rosenblatt, and paid a special tribute to J. Tomberlin for his work. Members of Council applauded T. J. Tomberlin.

He welcomed G. Fayerman who announced that 69 of 73 first-time writers passed the Uniform Final Exams (UFEs) of the Order of Chartered Accountants giving Concordia a 94.5% pass rate for first-time writers. 17 of 22 repeat writers passed, giving Concordia an overall 90% average compared to the overall average for Canada of 67.6%. HEC and Concordia had the largest number of writers. A total of 2,567 wrote the exams in Canada. Sonya Branco placed second in Canada and Nadine Ricard placed sixth, both were co-op students and work at PricewaterhouseCoopers in Montreal.

It was moved by G. Bell and seconded by A. B. Ibrahim that a vote of thanks be extended to G. Fayerman and her staff for the success in the 2000 UFEs.
The motion was carried unanimously.

With regard to publicity, M.Anvari reported that a plan was in place to release the news about the School, such as the appointment of Chairs, after the launch of the name of the John Molson School of Business. The publicity for the UFEs will appear next week.

D. Morin announced the excellent performance of our Human Resource students in the excellent performance in the "Symposium en GRH" held at HEC winning an overall silver: a gold in Collective Agreement Negotiation, a silver for the HR Quiz,a silver for the case competition, as well as a bronze for team spirit.

M. Anvari reminded everyone about the traditional holiday party on Tuesday, December 5th at 3:30 in GM403-2.

VII **Faculty Council Elections** - There are no elections.

VIII **Business Arising from Previous Meeting(s)**

i) Supplementary Information to Annual Reports **For Information only**

a) The Entrepreneurship Institute for the Development of Minority Communities (EIDMC) – **CAFC-2000-06A-07** and **CAFC-2000-08A-07**

b) Executive Development Programs – **CAFC-2000-06A-05** and **CAFC-2000-08A-08**

c) Concordia Pharmaceutical Management Centre – **CAFC-2000-06A-08** and **CAFC-2000-08A-09**

ii) **Aviation MBA Annual Report to Faculty Council – CAFC-2000-09A-02**

It was moved by D. Morin and seconded by J. Etezadi that D. Doreen, Director of the EMBA Program, be granted speaking privileges.

The motion was carried unanimously.

The flyer announcing that the first Aviation Management Education and Research Conference to be hosted by the International Aviation MBA Program in July 16 – 17, 2001 was distributed, CAFC-2000-09M-01. D. Doreen reported that the conference will be held in cooperation with the Council on Aviation Accreditation (CAA) in conjunction with their annual meeting July 18 – 20, 2001. The Council on Aviation Accreditation, a U.S. operation, will be opening an international office at Concordia University in 2001 to expand their activities in the accreditation of college and university level aviation programs. The University Aviation Association is also considering opening an office here.

It was moved by M. Sharma and seconded by C. Bayne that the Council of the John Molson School of Business receive the International Aviation MBA Program twelve-month report, CAFC-2000-09A-02.

D. Doreen confirmed that the developmental costs of the Global Aviation MBA (GAMBA) program were not included in the financial report but the salaries for the professors teaching in the program were. GAMBA is a combination of tradition face-to-face instruction and e-based instruction. This year's class attracted fifteen students from ten countries including New Zealand, Mauritius, Italy, Switzerland, and Estonia. Thanks to the expertise of CIT, the students have successfully completed the first two weeks without any major technological difficulties. He commented that the student profile for the class was extraordinary. Compared to the full-time class, students are older, more experienced and have stronger academic backgrounds – there are two students with doctoral degrees and several with masters. The program has enhanced the international reputation of Concordia University as the leading school in the world in Aviation Management Education.

The motion was carried unanimously.

IX **Report: Graduate Programs, Research and Program Evaluation**

J. McGuire reported that APC has approved the curriculum proposal including the start-up of the minor in E-Business in January 2001.

i) **Proposed Graduate Curriculum Changes for the Aviation MBA Program**
CAFC-2000-09A-03 **For approval**

It was moved by M. Sharma and seconded by J. Etezadi that M. Carney be granted speaking privileges. The motion was carried unanimously.

It was moved by J. McGuire and seconded by T. J. Tomberlin that the Council of the John Molson School of Business approve the proposed curriculum changes for the Aviation MBA Program as described in document CAFC-2000-09A-03.

M. Carney highlighted the proposed changes and advised that the rational for the revision was to redirect the program focus from aviation management education based on the needs of airlines to the demands of a broader spectrum of the whole aviation sector including airport management and air traffic control management in response to the rapidly changing aviation management infrastructure. He commented that according to ICAO approximately $253M must be invested over the next ten years to upgrade the aviation management infrastructure.

It was agreed that industry specific topics would be included in the course outlines of the generic MBA courses where applicable.

J. McGuire noted that the document would be revised to conform with APC's request that the term "faculty members" be changed to "industry experts".
The motion was carried unanimously.

ii) Proposed Executive MBA in Paris – Institut Français de Gestion (IFG) **CAFC-2000-09A-04**

It was moved by M. Sharma and seconded by J. Tomberlin that W. Taylor, Director, Executive MBA Program be granted speaking privileges.
The motion was carried unanimously.

It was moved by J. McGuire and seconded by M. Sharma that the Council of the the John Molson School of Business approve the proposed EMBA in Paris in partnership with Institut Français Gestion (IFG).

W. Taylor provided a brief history of the negotiations with IFG, a leader in executive training in France. A copy of W. Taylor's slide presentation is attached (CAFC-2000-09M-02). He emphasized the fact that this was not a new program; the only difference between the proposed program and the EMBA offered here would be the delivery. IFG would handle the marketing and day-to-day administration, all academic matters would be the responsibility of the School.

Students would take sixteen hours of instruction on Fridays and Saturdays twice a month. The program can be complete over a fifteen-month period. All applicants must take the TOEFEL. Class sizes will not exceed 40 students. The proposed start date is March 2002 with the first class of students being admitted by December 31, 2001.

The international study trip will bring the students from Paris to Concordia for a three-week period, usually the last week in July and the first two weeks in August. One or two of the courses would be merged with the normal activities of a study trip to optimize the use of time and resources. The program would require three faculty members to spend three weekends in Paris. Faculty teaching in the program would have mandatory electronic office hours. The cost to the School would be minimal - IFG will remit payments for faculty stipends and travel expenses, a lump sum for the students' study trip and a lump sum off set administrative costs incurred. The term of the agreement would be for a three-year period.

IFG's major risk would be a decline in the value of the franc. The prime benefit for the School would be the opportunity to make an impact on the international market to enhance the reputation of the School and Concordia. One of the risks for the School would be the impact on other programs. However, this would be moderated by the fact that classes in Paris are held in the spring and summer and faculty who teach in the program would consider the time spent as part of allowable consulting time. Financial risks include an $11,000 investment for the launch of the program and the provisions that IFG payments would be set at the rate of 4.7 francs to the dollar. Faculty teaching in the program would share the risk inasmuch as stipends would be adjusted in the event the franc goes above 4.7/$1.00. The agreement also limits the amount IFG would pay for the study trip to $3,000 per student.

Other challenges include learning more about France's educational system to ensure undergraduate equivalencies, the mechanics of examination control and supervision of research papers from a distance.

M. Anvari reported that the proposal had been endorsed by members of the Faculty Advisory Board at their meeting on November 28th where the issue of a partnership with a non-credit educational organization was discussed. It was generally agreed that there was a definite advantage in the School having total academic control.

The motion was carried unanimously.

X CGSA Report

There was no report.

XI Report: Administrative Affairs and Human Resources

B. Ibrahim reported that new computers and software have been purchased for faculty and students.

XII Report: External Affairs and Executive Programs

T. J. Tomberlin reported the great success of the launch of the John Molson School of Business on Wednesday, November 29th beginning with the morning press conference at the Ritz, followed by an afternoon celebration for students, faculty and staff in the Hall building and ending with an evening reception at the elegant Mount Royal Club for faculty, staff and members of the business community. He outlined a few of the next

steps in the name change process: the establishment of standards for business cards and stationary, the use of the logo, signage changes, phone responses etc. He advised that the electronic media coverage since November 29th included approximately 19 spots, the Dean had four interviews in Toronto on November 30th, a new look for advertising featuring students from various programs will appear in both the national and local media and on billboards on the Ville Marie expressway, the Gardner expressway and in the Pearson Airport in Toronto.

M. Anvari encouraged faculty members to help in promoting the School by taking advantage of the offer extended by Global News to faculty members visiting Toronto. Global has offered to tape interviews on the topic of their expertise for use in future broadcasts.

XIII **Report : Undergraduate Programs, Academic and Student Affairs**

D. Morin reported that over $750.00 was raised by the Centraide bake sale and the Centraide campaign at Concordia had successfully exceeded the target. She announced that R. Vadivel has replaced E. Goldner as the Recruitment/Retention Officer and she reminded faculty members about grade submission deadlines. In addition, she advised that students were being encouraged to taking advantage of the financial assistance now offered by the MEQ to study abroad.

XIV **CASA Report**

R. Sebaaly reported the success of several events: the Marketing Seminar, the Human Resources competition, the Finance Cocktail and the Children's Wish fund raiser that brought in over $1200. He also advised that CUSU has now dropped all charges against CASA and that the latest edition of the Exchange has been published.

XV **Reports from Faculty Representatives on University Committees**

There were no reports from the following committees:

1. University Senate
2. Arts and Science Faculty Council
3. Senate Academic Planning and Priorities
4. Senate Academic Programs Committee
5. Senate Research Committee
6. University Library Committee
7. Undergraduate Scholarships and Awards Sub-committee
8. Board of Governors
   See attached – CAFC-2000-09M-03
9. Council of the School of Graduate Studies

XVI **New Business**

XVII **Other Business**

XVIII **Adjournment**

It was moved by J. McGuire and second by B. Shapiro that the meeting be adjourned. The motion was carried unanimously.

The meeting was adjourned at 11:15.

XIX Next meeting

The next regular meeting of Faculty Council will take place Friday, January 19, 2001 at 09:30 in GM403-2.